

NEW YORK, SUNDAY, AUGUST 27, 1911.—Copyright, 1911, by the Sun Printing and Publishing Association.

TRADE SCOUTS OF GERMANY

MEN WHOSE ONE DUTY IS TO REPORT ON CONDITIONS.

They Make No Effort to Sell Goods—On Their Reports Is Based Much of the German Trade Advance—They Are Carefully Trained for This Specialty.

Into the office of an American in the City of Mexico there marched one morning a fresh faced blond young German of under 30 who presented the card of a famous Hamburg firm of manufacturers. The German youth explained that his house was planning to extend its market in porcelain ware and that he had been sent out to visit Mexico, Central and South America, to report on possibilities, recommend agencies, perhaps suggest branches and find out just what was already being sold in the line. Very modestly but frankly and intelligently he began to ask the American questions. He had already visited such German firms in the city as he thought might be of help to him, but he wanted more information.

It was a fairly busy day with the American, but something about the earnest youth and the way he got at what he wanted to know captivated him. The American finally took him to luncheon at his club and spent altogether over two hours with him, giving the young man cards to several friends.

"I shall be gone over a year, I expect," said the youth. "My time is my own, that is I am not restricted at all. I can stay as short or as long a time as I like in any city or country. All I am held responsible for is the information I send in. I must be very full and accurate and tell the precise conditions in every place I visit. I am not sent out to sell a single mark's worth of goods. That will come later. Other men will handle that."

The American took such a liking to the boy and his mission that he began asking him about himself. This was young Gustav's first trip. He had been with his house twelve years and had been trained up in the office. For the last few years he had been in the export end of the business and had given all his time and thought to these problems, working nights to prepare himself.

"They specialize their men in the big businesses of Germany," said the lad, who spoke English perfectly. "As soon as a boy is taken in he is studied to see what he will be able to do best. For example, I am not of the make up to be a good salesman. My line is executive work, planning, developing. I have known for a long time that I should make trips like this. So I have been fitting myself. I have studied languages; I can speak English, French and Spanish besides German. I have learned geography thoroughly, especially the parts of the world over which we want to extend our trade. I have studied shipping, tariff regulations, trade customs generally and something of the history and characteristics of these nations I am visiting. Of course I have had a thorough drill in business and banking."

"I report by every mail. By the time I get home the firm will have on file enough information to enable it to make a carefully digested plan of how to sell our goods in every country where I have been. You see, I include the special ideas and views of each country as to packing, shipment and quality. It is the knowledge of little things like these that will make certain a very profitable and extended new outlet for our goods."

The American asked his guest if he had much difficulty in getting information. "Are the men you meet generally kind to you?" he said. "Will they answer you freely and fully? Do you sometimes find that they haven't time and are short and curt? All in all, is it a pleasant job?"

Gustav smiled as he lifted his glass of Rhine wine. "Remember, I have been training myself for this sort of work ever since I was a little over twenty. How a man is treated depends on what you call the 'approach.' I have one great advantage. I talk to men on the subject they are most interested in, on the chief topic of their daily life. Of course I must not appear ignorant. I must show myself well versed in the line, except just in that little corner with which they are especially familiar. No, the average man likes being appealed to as an authority, if you make the right sort of an impression on him."

"Naturally, now and then you will come across 'grouches.' I haven't found any yet, and men who have been at this kind of work much longer than I say I will not stumble on many. If I do find them it doesn't matter. I shall simply pass on to some one else."

The young man was one of the trade scouts of Germany that for several years past now in greater and greater numbers have been doing the preliminary work of building up new trade for the big manufacturers. They form a small army that is scattered to-day in the Philippines, Brazil, India and East Africa, in Australia, South America and China. They are sent simply to spy out the land for future business and are youths that have the peculiar quality of good judgment and keen observation, combined with a pleasant personality.

The German manufacturer's trade scouts are the simplest, least expensive medium of the first breaking of the ground that could be devised.

They are young fellows of his own office, whom he has had his eye on for several years as having just the qualifications needed to pick up really useful commercial information in distant lands. Once having fixed upon such a lad, the merchant set him to training him, giving him a clear insight into business ways, and particularly his ways, and not a little general knowledge of manufacturing processes as well.

The young man has known what he was intended for and it has aroused all his ambition and skill.

Trade scouting is quite a new thing in Germany. It gives the fortunate youth that reached a wide view of the world and puts him on his mettle. More than that it proves to him that he stands high in the confidence of his firm. For this reason, though he never sells a pennyworth of his people's product, and is after all really a sort of a "free agent" and carries no responsibility. Upon what he says, upon his view of conditions, a trade scout is not.

The German merchant therefore picks his trade scouts with great care. They come from families well up in the social scale. The work requires more than anything else a presence and an address that is totally different from what a salesman needs.

The trade scout is before all accurate and far seeing. To get the right information from men and unhesitatingly to reject the wrong that may have been given him either through error or maliciously requires a type of man that a few years later falls into the post of a big executive in the business. The trade scout knows how to handle men. He is of the sort that has known how to do it almost from the cradle.

He and his traveling are not very expensive propositions considering the vast trade they are likely to bring to the "house." And yet with the German system of making every dollar earn large dividends they are costly. The scout is young, he has no assignment that will place him high in commercial circles on his return, all his expenses are paid while he is away. Thus the scout who receives \$75 a month salary, something more than 300 marks in German money, a good deal more than here, is well paid. More than one such young man is getting only about two-thirds that. For traveling expenses he will be allowed about forty marks a day.

The world, but more especially Latin America, Africa and the Far East, is the great field of the trade scouts. Such a settled place as New York does not see them of course. More than one, however, has been found wandering over the West and up in Canada, for these are lands to be explored by such pioneers and explorers of trade. In addition they become, as they travel, capital publicity agents and living advertisements for their concern, for the name of the big house they represent always comes to light. That the Zimmermans, for example, have a man out in a country may never be known by the population at large, but the business world in that line quickly hears of it and the great firms quickly become talked about in offices and shops that can be of much value to them.

It might be thought that the smaller manufacturer who has goods to be pushed out no money for such an extended campaign of business exploration as this would be totally distanced and severely handicapped. This is not at all the case, however. Smaller manufacturers in lines that do not combine and choose a young man who will report on the possibilities of all, without favoritism. Large export concerns in Germany wishing to extend their businesses have been known to send out an investigation of this class and type, charging the cost pro rata upon the concerns that wanted such service.

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TEXAS CATTLEMEN TO ACT

SOMEbody GETTING TOO MUCH PROFIT ON MEAT, THEY SAY.

800 Per Cent. Difference Between Their Price and What the Consumer Pays—A Meeting to Consider the Matter—The Consumer Interested.

AUSTIN, Tex., Aug. 26.—If the Texas Cattle Raisers Association succeeds in its plans there will be either a drop in the price of meat products or a rise in the price of cattle on the hoof.

The members of the association own approximately 6,000,000 head of cattle. It is estimated that it takes about twelve acres to graze one head of cattle on the Texas range. On this basis the total acreage of ranches in the State is approximately 12,000,000 acres.

The value of the land ranges from \$5 to \$30 an acre, with an average of \$15. The aggregate value of the holdings of the members is therefore close to \$1,000,000,000.

Belonging to the association are men who count their cattle by tens of thousands. Two or three of the largest ranches would make a territory as large as some of the smaller States. The domain owned by Mrs. Henrietta M. King embraces 1,353 square miles, which is 900 square miles more than the area of Rhode Island. Upon the King ranch there are branded each year between 35,000 and 40,000 calves and the cattle holdings aggregate about 125,000 head.

Such is the association which proposes to call the packers and retailers to account. Its president, Ed C. Lasater, says that there is no just ground for the difference of 300 per cent. that exists between what the producer gets for his cattle and what the consumer pays for the product. There is something radically wrong somewhere, he declares, and it is the purpose of the association to find out about it. With this end in view Mr. Lasater recently called a joint meeting of the producers of cattle and consumers of meat to be held at Fort Worth, September 12, to discuss the situation.

The low price of cattle that has prevailed for several months has aroused the Texas cattle men to action. Notwithstanding the unusually low prices which the stockmen have been receiving for their animals, meat prices have maintained their old high standard. It is declared by Mr. Lasater that either the packers or the middlemen are making too much profit. The members of the association want to know what the cause of this is in the industry to be fairly distributed, and if a middle course can be agreed on by which the prices of cattle can be raised and the cost of meat reduced the result will be of benefit to the whole country.

The meeting at Fort Worth is to be participated in by the members of the association, delegates from the Farmers' Congress and the Farmers' Union, State and representative citizens from various cities, towns and communities to be appointed by the Governor, Commissioner of Agriculture, county judges and Mayors.

According to the statistics of the association there has not been a dollar's profit to its members in the industry this year. Many of them have sold their cattle at a loss, the price being 24 hundredweight less than that of last year. The association has made appeal after appeal to the packers for an explanation of the cause of that, but they have refused to do so. At the same time maintained the old high prices of meat.

The only explanation that has been received is the statement of the packers that the retailer is to blame. When the question is put to the retailer he shrugs his shoulders and does not offer any explanation. Mr. Lasater says he has evidence that both the packer and the retailer are at fault. Just what remedy is practicable will be considered at the coming meeting.

The suggestion has been made that if the cattle raisers of Texas and of the whole country, or even of the West, press a united demand for a more equitable adjustment of prices for livestock and meats to the cattle industry have been advised out against them. Mr. Lasater says it is as much a fight of the consumer as it is of the cattleman.

The association exists for the mutual benefit of members. Through its efforts cattle raising has been reduced to a minimum. Uniform regulations as to quarantine and other matters relating to the cattle industry have been advocated. Its present scheme has the sympathy and active support of practically every cattleman in Texas and is arousing interest among consumers, not only in this State but throughout the country. The Fort Worth meeting is expected to be only preliminary to the big fight that is to be waged. It is considered not improbable that it may lead to a national meeting to deal with the subject to be held in St. Louis, Kansas City or Chicago. It is Mr. Lasater's plan to urge stock farmers all over the country as well as consumers generally to interest themselves in bringing about a reduction in the price of meat.

The largest Sassafras Tree. From the Atlanta Constitution. Atlanta leads the South in many respects, the nation in several ways, but until recently the name of Atlanta leads the world in at least one thing has been unknown. A sassafras tree is the principal Atlanta's new bid for fame. The largest sassafras tree in the world, says the Department of Agriculture.

To most people the name sassafras is associated in their minds with the picture of a low, stunted bush luxuriantly foliaged from the roots of which their grandmothers made tea to "cure spring fever," and other ailments of that nature. A sassafras tree has been a thing unknown.

In the yard of the First Methodist Church of Atlanta the sassafras tree stands, passed by thousands each day, none of whom has realized that in that yard was growing the biggest tree of its kind in the world. Few of the members of the church were cognizant of its existence, though it has shaded little children for more than 100 years and will probably perform the same loving task for years to come.

The tree, according to the experts of the Agricultural Department, is more than 100 years old. It is seven and a half feet in circumference at five feet from the ground. It is more than forty feet high, overshadowing all the trees in its neighborhood.

A Votive Honeymoon. From the London Globe. A well known Spanish barrister and a young lady belonging to the best society became engaged to each other some time ago, but owing to a succession of unfortunate circumstances it seemed at one time as if they would have very little chance of ever getting married. At that time, depressed by despair, they both made a vow that if ever fortune favored them and they attained happiness they would walk together from Madrid to the shrine of the patron saint of Saragossa.

Recently it came to pass that after many tribulations they were being joined at the altar, and as a honeymoon the newly wed couple set off on foot from Madrid and covered the distance of over 200 miles in ten days, thus maintaining the creditable average of twenty-one miles a day. The return journey, however, was made in the saloon of an express train.

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PROFESSIONAL POISONERS.

Some Famous Victims of History Who Made Use of Arsenic.

Arsenic as a means of procuring the death of one's enemies has a long history. In the fourteenth century it was a favorite instrument of the professional poisoner. One of the wickedest recommended it to one of his agents.

"Go thou to Paris," he directed, "do what I tell thee and I will reward thee well. There is a thing which is called sublimed arsenic. If a man eat a bit the size of a pea he will never survive."

"Take it and powder it; and then thou shalt be in the house of the King, of the Count de Valois his brother, the Duke of Berry, Burgundy and Bourbon, draw near and betake thyself to the kitchen, to the larder, to the cellar, or any other place where they point can be best gained, and put the powder in the soups, meats or wines, provided thou canst do it secretly; otherwise do it not."

Two great criminal schools arose from the moral chaos of the fifteenth and sixteenth centuries in Venice and in other parts of Italy when even the State itself sometimes approved of secret assassination by poison. Foremost in the use of drugs thus used was arsenic, says *American Medicine*. There is a mass of data relating to these Italian poisoners.

They became famous for their knowledge of poisons as well as by the notoriety which came to them from their associations with the fabled Tofana. She was the inventor of one of the most destructive and most subtle poisons of the period, aqua Tofana.

This famous murderess, a Sicilian by birth, in her early years had resided at Palermo, where she was known to have delved into the secrets of poisons. Later she went to live in Naples, and by the exercise of her profession she made such a fortune for herself that history will never forget it.

This woman's poison, the aqua Tofana, was distributed by her especially to young married women desirous of ridding themselves of their spouses. The letter to conceal the nature of her poison she put it up in small vials marked "Manna of St. Nicholas of Bari," which she ornamented with an image of the saint.

Quickly the fame of this drug spread to Rome. The ladies of the imperial city availed themselves of its use to get rid of obnoxious husbands or to make way for others more acceptable. In 1650 so many young husbands died in Rome that an investigation was started by the authorities of the city, which resulted in the discovery of a society of young matrons banded together for the purpose of poisoning their husbands. These women were under the direction of one Honyzma Spara, a pupil of Tofana. Spara and many of her society were put to death after confessing, under torture, to numerous crimes.

In a letter to Hoffman, Garelli, the physician to Charles the Sixth of Austria, writes that his sovereign informed him that while Governor of Naples, during the trial of Tofana, he had an opportunity of examining the documents of the case and that he found her confession of her crimes to be crystallized arsenic in water. The symptoms of the poisoning by this solution as recorded by Hoffman correspond in detail to symptoms of one Honyzma Spara, a pupil of Tofana. Spara and many of her society were put to death after confessing, under torture, to numerous crimes.

No interest in the Bastille he was taught the preparation of poison by a state prisoner named Eli. After his release from confinement he took to professional poisoning as a means of livelihood. He was a zealous accomplice and an adept pupil of his wickedness.

Among St. Croix's goods confiscated by the State was found poison enough to kill the entire community, together with many documents incriminating the Marquis, who fled to England to escape arrest. After she had been enticed back to France she was put on trial, was convicted, and on July 16, 1678, was beheaded for her crimes. Among her papers was found one giving a complete confession of her criminal actions.

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FREDERICK LOESER & CO. BROOKLYN ADVERTISEMENTS.

Store Closes at 5 P. M.

Frederick Loeser & Co.
In every detail the Leading Retail Establishment of Brooklyn.

Women's Dresses, 79c., Values to \$2.98.
And Other Sweeping Reductions.

THE TIME HAS COME when every summer Dress remaining in our stocks must find new owners. And to this end we have grouped together for tomorrow a collection of stylish, well made summer Dresses, many of which have sold formerly up to \$2.98, and we have made the price on the entire lot 79c. each. Among them are one piece white lawn and Persian stamped lawn Dresses in the square and Dutch neck effects, trimmed with lace and finished with the peasant sleeves. They are all in the modish high waist line with gored skirts trimmed with rows of tucking or wide border at bottom. Values to \$2.98 for 79c.

None sent C. O. D. No mail or telephone orders filled. None exchanged or credited.

One Piece Dresses at 98c. Values to \$3.98.
Six hundred well made Dresses of good quality gingham in neat checks. Waist is made with combination of solid color chambray forming yoke or bodice effect. Sleeves are in the peasant style with wide stitched bands of chambray. Skirts are gored with wide fold at bottom. Second Floor. None sent C. O. D. No mail or telephone orders filled. None credited or exchanged.

Lace Curtain Round Up

CONCESSIONS NEVER BEFORE KNOWN.

IN MANY CASES THE LOTS ARE LIMITED, so if you would be sure of getting a portion of these good things it will be wise to be on hand early.

\$1.50 to \$21 Lace Curtains at 50c. to \$9.98 Pair.
Odd pairs of beautiful Arabian, Renaissance, Cluny, Marie Antoinette, Brussels, Mueslin, Irish Point and Nottingham Curtains.
\$2 Ecru Scotch Madras Curtains at 98c. Pair.
\$4 to \$6.50 Colored German Madras Curtains at \$1.98.
French Lace Arabian Curtains.
\$5 and \$6 Curtains at \$3.55 a Pair.
\$7 and \$8 Curtains at \$5.75 a Pair.
\$9 and \$10 Curtains at \$6.98 a Pair.
\$13.50 to \$15 Curtains at \$9.75.
\$16 to \$18.50 Curtains at \$11.75 a Pair.
Real Renaissance Lace Curtains.
\$2.75 a Pair Instead of \$3.75 and \$4.
\$4.95 a Pair Instead of \$7 and \$7.50.
\$7.50 a Pair Instead of \$9.50 and \$11.50.
\$14.50 a Pair Instead of \$20 to \$24.50.
\$6 and \$8.50 Marie Antoinette Curtains, \$3.98.

Mostly one and two pair lots, including figured silk velour, silk crinkled and novelty Portieres of high grade.
\$7.50 and \$8.50 Marie Antoinette Curtains, \$5.85
Nottingham Lace Curtains.
75c. Instead of \$1.25 a Pair.
\$1.19 Instead of \$2 a Pair.
\$1.45 Instead of \$2.25 and \$2.50 a Pair.
\$1.68 Instead of \$2.75 and \$3.50 a Pair.
\$2.65 Instead of \$4 and \$4.50 a Pair.
\$3.95 Instead of \$5 to \$6.75 a Pair.
\$5 and \$6.75 Reversible Corded Arabian Curtains, \$3.50 and \$4.50.
\$6.50 and \$7.50 White Irish Point Curtains, \$4.50.
\$12 and \$14.50 White Irish Point Curtains, \$9.75.
\$4 Marie Antoinette Panel Curtains at \$2.50 Each.
\$5 Marie Antoinette Panel Curtains at \$3.50 Each.
Third Floor, Fulton Street.

Last Week of Furniture Sale.

Many Odd Groups are Exactly Half Price.

Others Show Decisive Savings of a Fourth and a Third.

TIME FLIES. The Furniture Sale will begin its final week tomorrow. And for this final week we have gathered up all the small groups as well as some specially purchased lots and tomorrow will have ready an exceptionally large amount of Furniture which is marked at a fourth, a third and a full half under the regular.

Parlor, Library and Living Room Suites at a Fourth Off.
Three Piece Parlor Suites.
Mahogany and mahogany finish frames covered with damask, velour, panne plush and tapestry.
\$14.75, reg. \$20 \$63, reg. \$85
\$22.50, reg. \$30 \$78, reg. \$117
\$30, reg. \$42 \$102, reg. \$138
\$48, reg. \$64 \$168, reg. \$217
\$66, reg. \$88 \$204, reg. \$270

Four and Five Piece Parlor Suites.
Mahogany and mahogany finish frames covered with velour, panne plush and tapestry.
\$28, reg. \$40 \$112, reg. \$144
\$40, reg. \$56 \$160, reg. \$208
\$60, reg. \$84 \$240, reg. \$312

\$2.50 to \$220 Tables at \$2 to \$165.
Tables for parlor, library, living room, hall and bedrooms. A great variety in the various designs, period and modern, in oak and mahogany in the various finishes.

Furniture at Half Price.
\$8.50, regularly \$17. Golden oak Hall Chair.
\$12.50, regularly \$27. Fumed oak Library Table.
\$16.50, regularly \$33. Oak Early English China Closet.
\$20, regularly \$40. Mahogany China Closet.
\$22.50, regularly \$45. Golden oak Dining Table.
\$25.50, regularly \$51. Oak Early English Buffet.
\$35, regularly \$70. Mahogany and leather Arm Chair.
\$37.50, regularly \$75. Oak Early English Crystal Clock.
\$41.50, regularly \$83. Mahogany Buffet.
\$42.50, regularly \$85. Mahogany Desk.
\$45, regularly \$90. Oak Early English corner China Closet.
\$70, regularly \$140. Golden oak Servant Table.
\$80, regularly \$160. Golden oak Hall Table and Glass.
\$90, regularly \$180. Golden oak Crystal Clock.
\$100, regularly \$200. Golden oak Servant Table.

Other Extraordinary Values.
\$12, reg. \$24. Brass Bedsteads.
\$13.75, reg. \$27.50. Brass Bedsteads.
\$18.50, reg. \$37. Brass Bedsteads.
\$25.50, reg. \$51. Brass Bedsteads.
\$28, reg. \$56. Brass Bedsteads.
\$37.50, reg. \$75. Box Springs.
\$67.50, reg. \$135. Cotton felt Mattresses.
\$11.75, reg. \$23.50. Silk Floss Mattresses.
\$14, reg. \$28. Special Hair Mattresses.
\$23.50, reg. \$47. Pure black drawing Mattress.
\$39.50, reg. \$79. Golden oak Chiffoniers.
\$49.50, reg. \$99. Golden oak Dressers.
\$13.75, reg. \$27.50. Mahogany oak Dressers.
\$23, reg. \$46. Mahogany Wing Chair, covered with tapestry.
\$20, reg. \$40. Mahogany Hall Clocks.
\$9.50, reg. \$19. Golden oak China Closets.
\$16.50, reg. \$33. Golden oak Crystal Closets.
\$17.50, reg. \$35. Golden oak Crystal Closets.
Third, Fourth and Fifth Floors.

50c. SALT AND PEPPER SHAKERS AT 25c. EACH.
75c. SALT AND PEPPER SHAKERS AT 50c. EACH.
\$1 OLIVE AND BONBON DISHES AT 50c.

Other Remarkable Values Include:

\$3 FLOWER VASES AT \$1.50.
\$4 FLOWER VASES AT \$1.98.
\$6 FLOWER VASES AT \$2.98.
\$8 FLOWER VASES AT \$3.98.
\$3 FRUIT OR SALAD BOWLS, \$1.50.
\$4 FRUIT OR SALAD BOWLS, \$2.98.
\$5 FRUIT AND SALAD BOWLS, \$3.98.
\$10 FRUIT OR SALAD BOWLS, \$4.98.
\$8 WATER BOTTLES AT \$3.98.
\$2 OLIVE AND BONBON DISHES, 98c.
\$3 OLIVE AND BONBON DISHES AT \$1.50.
\$2.50 PICKLE DISHES AT \$1.25.
\$6 COVERED BUTTER DISHES, \$2.98.
\$8 COVERED BUTTER